

Is Your Website Designed To Get Referrals?

Coalition for Behavioral Health Business Recovery Initiative



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Presented by Tim Snyder, Executive Vice President, *OPEN MINDS* and
Emily Korn, Senior Associate, *OPEN MINDS*

Today you will learn:



Why Your Website Matters, Now



How to build an online brand that attracts new patients and clients



How to drive traffic to your website through content marketing



How to leverage traditional, non-digital media to boost online success



It's Been a Heck of a Year Why Your Website Matters, Now

Why Should Your Website Be a Priority for Business Recovery?

1. Virtual is the new way of doing business
 - What really needs to be done “face to face”?
2. Substitution of new technologies for traditional services
3. Aggressive new competition from existing health and human service organizations
4. New “out of industry” competitors
5. Adapting to the new realities of virtual business is crucial to survival – expectations about what can be done virtually are much higher
6. Inclusion and cultural sensitivity aren't buzzwords, they are central to business

Since The COVID-19 Market Disruption... The 'Virtual Era' Is Here To Stay

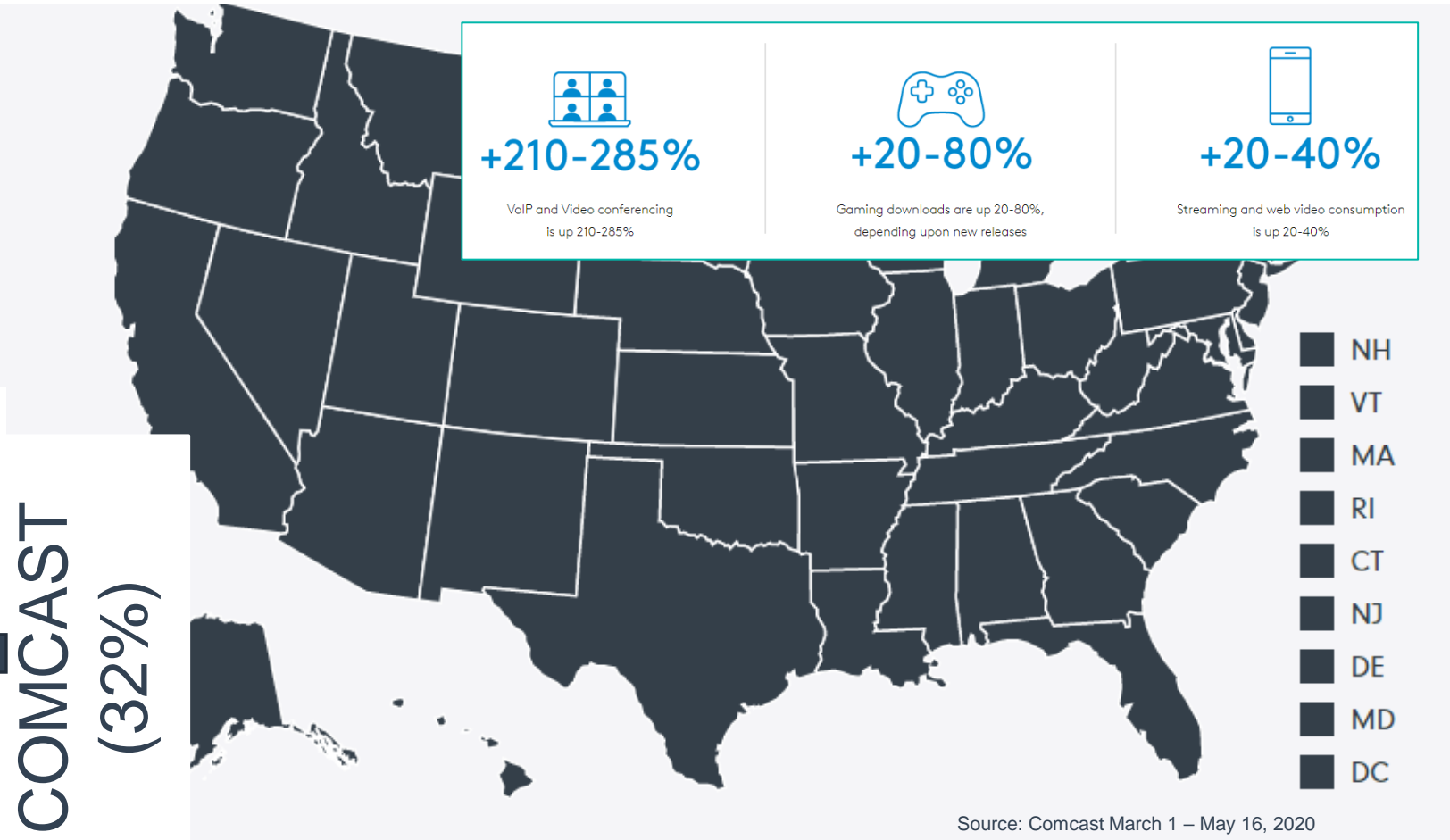
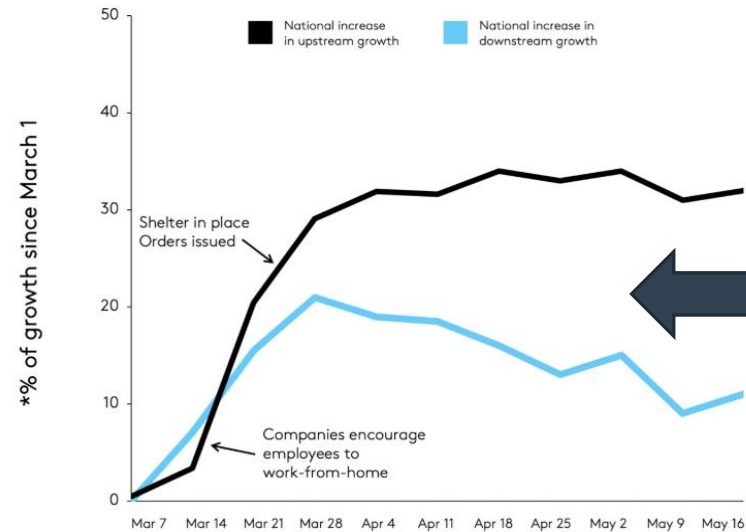
NCTA

Downstream Growth (% of usage)

14.9% OVERALL SINCE 3/1 **7.8%** WEEKLY 5/30 - 6/6

Upstream Growth (% of usage)

24.9% OVERALL SINCE 3/1 **-0.3%** WEEKLY 5/30 - 6/6





Building Your Online Brand

BUILDING YOUR ONLINE BRAND



A photograph of a workspace. In the center is a silver laptop with the word "BRAND" in large, bold, black letters on its screen. The screen also shows a faint grid pattern. To the left of the laptop is a brown paper coffee cup with a white lid. To the right are a pair of gold-colored headphones and a red smartphone lying flat. The desk is made of light-colored wood. The background is a blurred office or library setting with bookshelves and a framed picture on the wall.

BRAND

The Goal Of A Website: Support Your Mission

Your website should be designed to support the objectives of your organization.

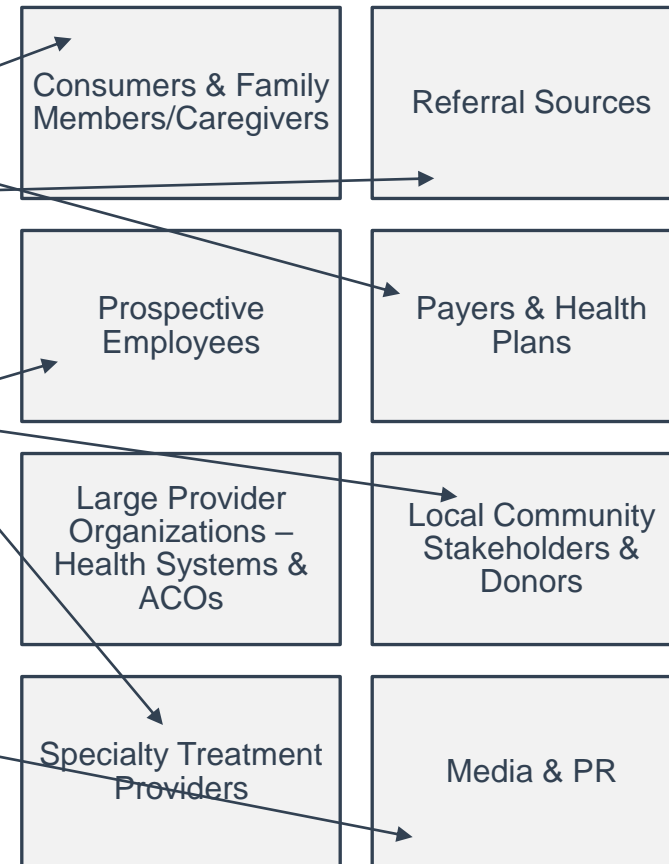
What are your priorities?



Know Your Audience

Link Potential Target Audiences To Your Strategic Objectives

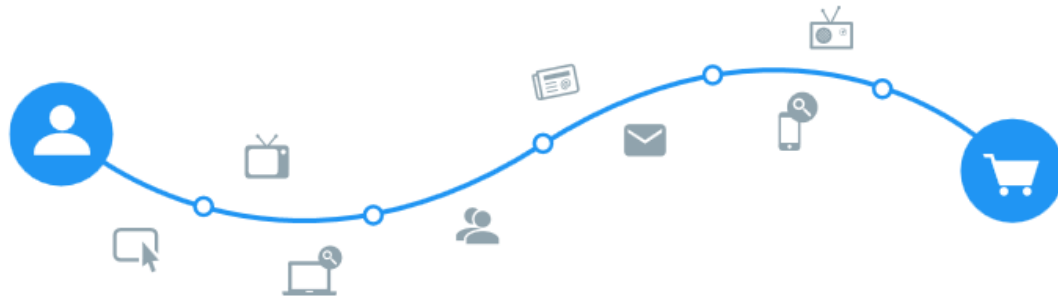
- Objective: Find potential partners or organizations to acquire.
- Objective: Increase revenue and referrals.
- Objective: Increase community support and annual donations.
- Objective: Retain and acquire top talent.
- Objective: Increase national awareness for future expansion.



Know Your Audience

Create Customer Journey Maps For Each Priority Audience

Before you can build your online marketing strategy, you first should understand the typical journey your target audiences would take to find you online.

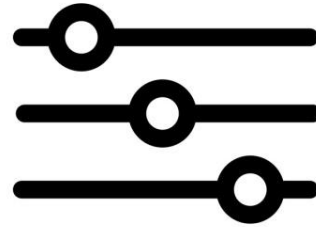


An online customer journey map helps you spend your time, money, and resources on the online channels that will have the most impact on the goals you wish to achieve.

- ✓ Research the steps (or the “journey”) a typical person in your target audience would take to find you and/or your competitors online
- ✓ Map your customer’s expectations, concerns, state of mind, and desired outcomes during this journey
- ✓ Call out the steps of the journey that most impact their overall experience, both positive and negative (these are the “moments of truth”)
- ✓ Cross-compare your online strengths against the customer journey map – where are the gaps?

Your Website Brand: Design Matters

What should the audience see when the customer journey leads to your website?



What make this organization special? (Unique Selling Proposition)

What can I expect from my experience with this organization? (Services & Outcomes)

How can I connect with this organization? (Customer Service and Taking Action)

USPs Help Target Marketing Efforts & Messages



Unique Selling Proposition

✓ - *Winning Zone*

Clear point of differentiation that meets consumer needs.
Make it even bigger.

✗ - *Losing Zone*

Your competitor meets the consumer needs better than you do.
Avoid or be crushed.

? - *Risky*

Competitive battle ground. Use emotion, innovation, & superior execution to make gains.

Who Cares

Competitors sometimes battle in areas the consumer doesn't care about. To be avoided.

Building Your Online Brand: Good Design Matters

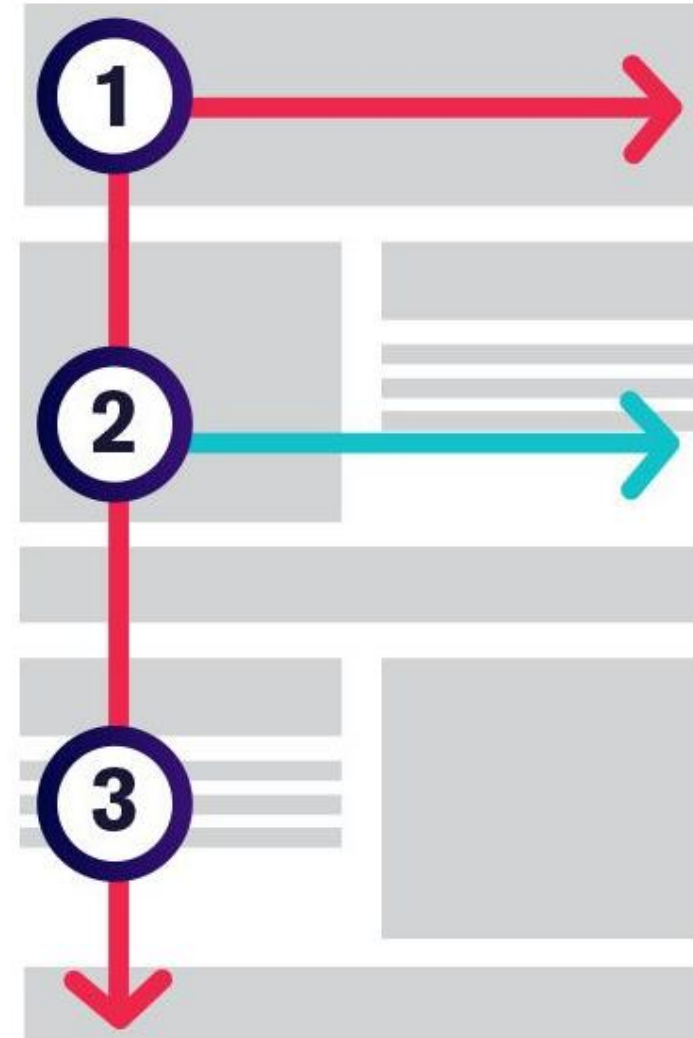
1. Clear purpose
2. Modern technology and design
3. Simplicity is the new black (UX)
 - a. Visitors scan rather than read
 - b. Avg read only 20% of home page content
4. Navigation should be simple, intuitive, and consistent (UI)
5. Use ADA principles of web accessibility
6. Visual hierarchy (elements arranged in order of importance)



Heat map visualization of how web pages are read

Good Design Principles, cont'd

6. F-shaped pattern reading
7. Content is still king
 - a. Clearly organized
 - b. Informative
 - c. Right reading level
8. Grid-based layout
9. Fast load time
10. Mobile friendly (“responsive”)



Good Design Principles, cont'd

11. Calls to action should be in one color that's not be used anywhere else on the site

12. Customer service features

- a. Video chats
- b. Video visits/telehealth
- c. Pay bills online
- d. Schedule appointments online
- e. Patient portal





Use Content to Generate Referrals and Engagement

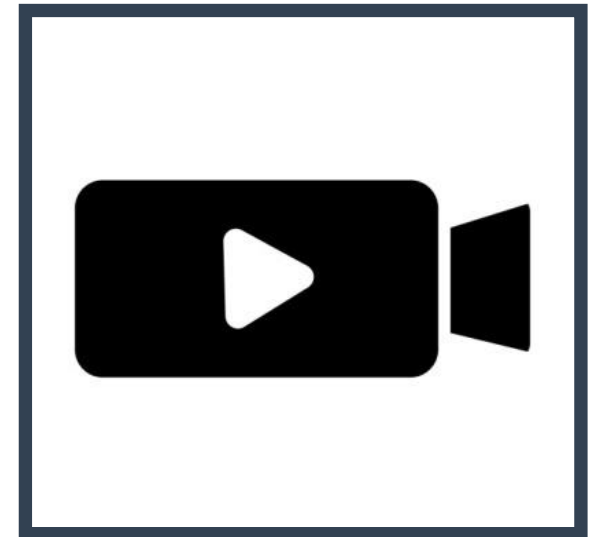


Website Content has a Purpose

In the Digital World Content is King (or Queen!)

Good content engages visitors, and gets them to take action:

- Sales/Services – Marketing
- Thought Leadership
- Education and Information
- Public Relations



Match Your Content to Your Purpose....And Your Audience

Sales and Services

- Page copy and pictures
- Downloadable collateral
- Patient testimonials
- Virtual tours
- Assessments

Thought Leadership

- Research
- Whitepapers
- Podcasts
- Leader videos and bios
- Career information and talent attraction content

Education and Information

- Direction and contact information
- eLearning
- Health related articles
- Chat bots
- Infographics

Public Relations

- Press releases
- About Us
- Videos and pictures demonstrating community
- Calendar of events

Dove #ShowUs Campaign



Engagement and Conversion

ENGAGE: “I’m Interested”

Liking or commenting on a post

Virtual tour of facility

Downloading a free whitepaper or e-book from your site (after registering)

Registering for a webinar on your website

Visiting your appointment calendar from a direct link or promotion

Getting directions from an online map on your site

Calling a phone number on your site

Completing an online assessment

CONVERT: “I’m IN!”

Attending an event or webinar

Scheduling an admissions visit

Setting an online or telephone appointment

Upgrading an account from free content to paid content

Referring a friend or relative

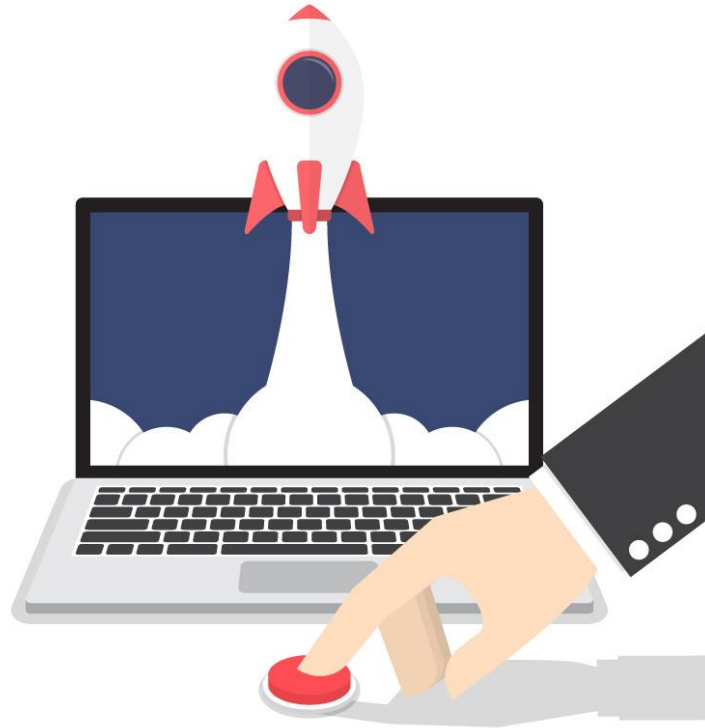
Posting a positive review

Providing a case study or testimonial

Writing a post in an online community

Make Every Click Count: Turn Engagement Into Leads!

Schedule an Appointment



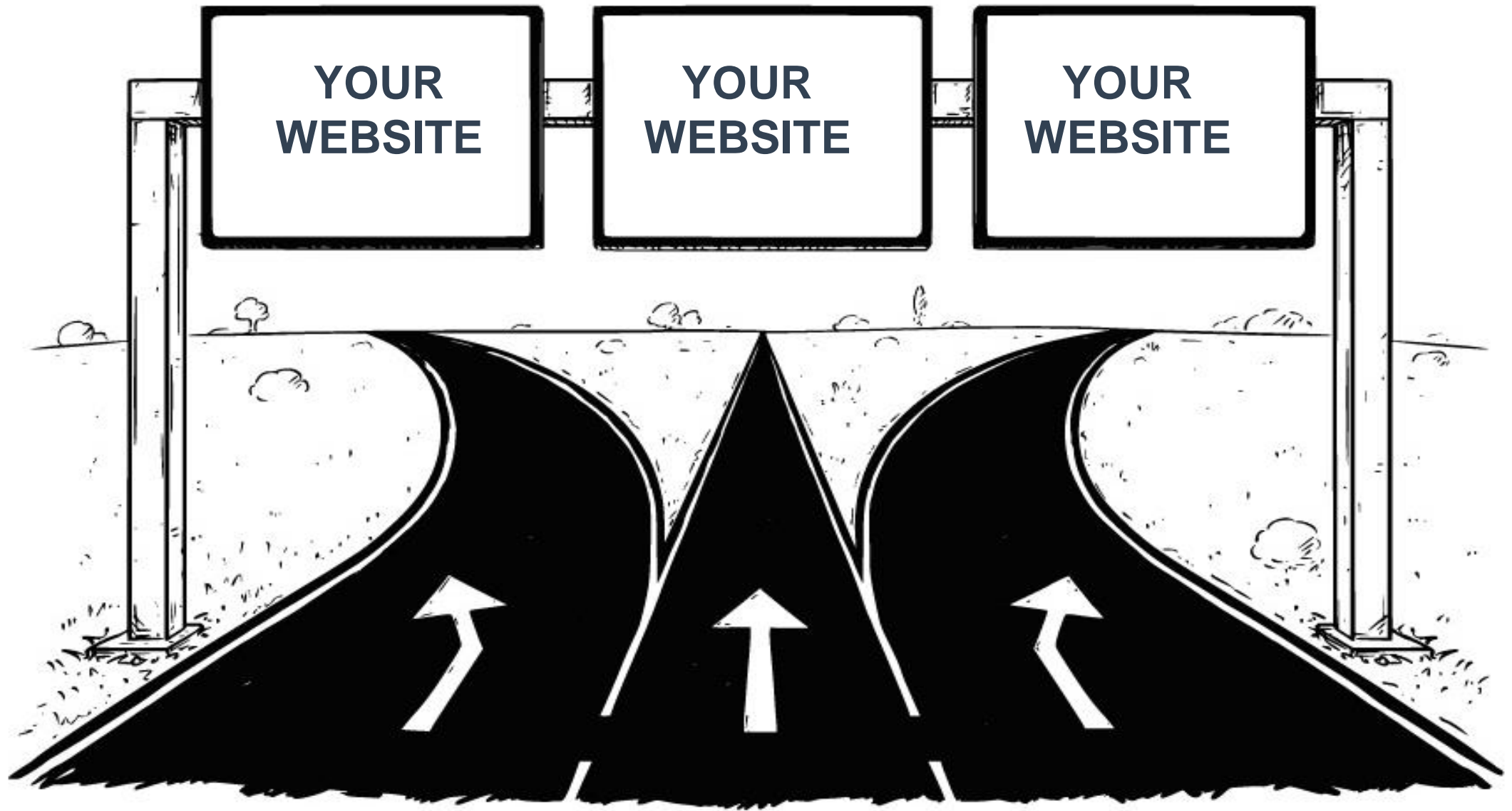
Take a Virtual Tour

Download the E-Book

Collect Contact Information, Interests, and Organization Information To Recontact with More Customized Marketing



Using Multiple Media Channels to Drive Traffic



A decorative graphic on the left side of the slide consists of several thick, colorful ribbons in shades of red, green, blue, yellow, and purple, which are intertwined and overlap each other, creating a dynamic, abstract pattern.

Common Media Channels for Providers

- Digital (email, social media, search, digital ads, website, text messaging, streaming ads)
- Broadcast (television, radio)
- Print Advertising (newspaper, magazines)
- Out-of-Home (billboards, bus signage)
- Direct Mail (postcards, catalogs)
- Collateral (flyers, brochures, pamphlets)
- Social Media (Facebook, Twitter, Instagram)

These remain an important part of your marketing mix, so make them work WITH your website.

Traditional & Digital Media: “And” not “Versus”

Direct interaction with your audience in a digital space

Highly targeted and measurable



Promote a brand message to a mass audience

Conveys third party credibility with reputable & trusted outlets

Social Media Engages: Use it to Drive Conversion on Your Website

Leverage social media to maximize website exposure and promote USP

- Tell stories
- Promote testimonials
- Share preventative healthcare tips
- Use multimedia – videos, pictures, infographics, charts
- Survey links
- Engage your audience
- Collect contact information
- Provide incentives for referrals



Make Every Eyeball Count! Don't Forget the Call-to-Action!

- Take a Virtual Tour at BestProvider.com
- Schedule your appointment online at BestProvider.com/
- Contact Us! Chat online at BestProvider.com
- Sign Up for Our Newsletter at BestProvider.com
- Download our Free e-Book at BestProvider.com/ebooks
- Register for Our Next Class at BestProvider.com/calendar



Add a unique URL for tracking your promotions!

Measure Results

- Set SMART goals for each campaign
- Measure results
- Adjust accordingly



More Resources

1. [You Operate Virtually, You Serve Virtually, But Are You Marketing Virtually?](#)
2. [Going 'Virtual' For Revenue Generation: Assuring Consumers & Referral Sources Can Find You](#)
3. [Increasing Your Service Volume – Creating A Referral Development Crisis Plan](#)
4. [Assessing Your Organization To Increase Referrals & Optimize Revenue Sources](#)
5. [The Challenge Of Referral Generation In The New Paradigm Of Integrated Care](#)
6. [85 Referral Management Solutions Available In The Health & Human Service Field Offerings: An *OPEN MINDS* Analysis](#)
7. [How To Build Value-Based Payer Partnerships: An *OPEN MINDS* Executive Seminar On Best Practices In Marketing, Negotiating, & Contracting With Health Plans](#)

Turning Market Intelligence Into Business Advantage

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